

## Message Text

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PAGE 01 MILAN 00517 181308Z

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SUBJ: MARCH INDUSTRIAL ASSEMBLY SHOW FINAL REPORT

REF: STATE A-777 OF FEBRUARY 5

1. INDUSTRIAL ASSEMBLY EQUIPMENT & SUPPLIES EXHIBITION
2. USTC MILAN, MARCH 11-15, 1975
3. TWENTY PARTICIPANTS FOR TWENTY-EIGHT EXHIBITORS
4. SALES DURING SHOW: \$150,500
5. SALES PROJECTED DURING COMING YEAR:
  - A) NTM - \$1,910,000
  - B) OTM - \$1,925,650
  - TOTAL - \$3,835,650
6. THREE EXHIBITORS SOUGHT EXREPS
7. FIVE EXREPS APPOINTED DURING SHOW
8. 15 ADDITIONAL EXREP AGREEMENTS EXPECTED NEXT 12 MONTHS
9. N/A
10. TOTAL 790 REGISTERED VISITORS OF WHOM 32 WERE NON-ITALIAN
11. A) HI-SHEAR CORP., TORRANCE, CALIF. NTM. SALES DURING EVENT \$30,000. PROJECTED 12 MONTH SALES: \$450,000 TO \$1,500,000. APPOINTED THREE DISTRIBUTORS DURING SHOW EXPECTS APPOINT AN ADDITIONAL 15 NEXT 12 MONTHS. PENETRATED ITALY, GERMANY, SWITZERLAND, AUSTRIA, GREECE AND SPAIN FOR FIRST TIME. EXHIBITED: POWER TORQUE CONTROL WRENCH. WROTE H. DIETRICH KUHL, INT'L SALES MANAGER: "IT WAS A MOST DEMANDING EXHIBITION

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PAGE 02 MILAN 00517 181308Z

WHICH GENERATED EXCEPTIONAL BUSINESS DURING ITS GENERAL HOURS,

BUT MORE IMPORTANT, FUTURE BUSINESS NOT ONLY IN ITALY BUT ALSO IN SWITZERLAND, GERMANY, SPAIN, FRANCE, AUSTRIA AS DIRECT RESULTS OF THE EXHIBITION." CLEARED

B) MOUNTZ INC., SAN JOSE, CALIF. NTM. SALES DURING THE EVENT: \$50,000. PROJECTED 12 MONTH SALES: \$300,000. APPOINTED ONE SALES REP DURING EXHIBITION. PENETRATED SWITZERLAND FOR FIRST TIME. EXHIBITED: ELECTRONIC TORQUE CONTROL EQUIPMENT. WROTE DON MOUNTZ, PRESIDENT: "GOOD SHOW PREPARATION. PROMOTION EXCELLENT. VERY WORTHWHILE EVENT." CLEARED

C) SPECIALTY EXPORT LTD., OKLAHOMA CITY, OKLAHOMA. NTM. SALES DURING EVENT: \$30,000. EXPECTED NEXT 12 MONTHS: \$450,000. EXHIBITED: RATCHET ACTION SPEED WRENCH. APPOINTED ONE SALES REP DURING SHOW. PENETRATED ITALY, FRANCE, SPAIN, LIBYA, GREECE, SWITZERLAND, YUGOSLAVIA AND HUNGARY FOR FIRST TIME. R.E. GREENE, PRESIDENT WROTE: "THE TRADE CENTER STAFF ALL GAVE ME MORE HELP THAN I EXPECTED. THE QUALITY AND INTEREST OF THE VISITORS WAS UNIFORMLY HIGH. I HAD AN EMBARRASSMENT OF CHOICE FOR A DISTRIBUTOR...I HOPE TO COVER THE ENTIRE WORLD THROUGH THE TRADE CENTERS." CLEARED

12. MILAN TRADE CENTER'S FOURTH INDUSTRIAL ASSEMBLY EXHIBITION PROVED TO BE "SLEEPER" OF SHOW YEAR, WITH RESULTS -- BOTH IMMEDIATE AND PROJECTED 12 MONTH SALES -- SURPASSING ALL OTHER MTC EVENTS THIS THEME AND IN FACT MORE THAN DOUBLING FIGURES FOR LAST (JUNE '72) EXHIBITION. ALTHOUGH EXHIBITION WAS SMALLER THAN WE HAD HOPED FOR AND NOT WITHOUT ITS BIRTH PAINS, ALMOST ALL EXHIBITORS WERE MOST ENTHUSIASTIC ABOUT RESULTS, WITH TENTY-SIX OF TWENTY-EIGHT EXHIBITORS STATING THAT THEIR FIRST OBJECTIVE IN ENTERING SHOW HAD BEEN FULLY ACHIEVED. PRODUCT MIX WAS GOOD ALTHOUGH A FEW VISITORS INDICATED THEY WOULD HAVE LIKED TO SEE MORE ADHESIVES AND GLUES. MOST INTEREST WAS SHOWN IN THE PRODUCTS EXHIBITED BY NTM EXHIBITORS WHO WERE LITERALLY SWAMPED WITH REPRESENTATION OFFERS AND POTENTIAL SALES INTEREST. OUR ONLY REGRET ABOUT THIS SHOW WAS THAT MORE NTM FIRMS DIDN'T ENTER; OVERWHELMING RESPONSE AND PROJECTED 12 MONTH SALES OF \$1,910,000 FOR THOSE SIX NTM FIRMS WHO DID GAVE US AN INDICATION THAT GOOD MARKET FOR LATEST U.S. PRODUCTS IN "INDUSTRIAL ASSEMBLY" FIELD STILL EXISTS HERE IN ITALY. SHOW MOST NOTABLE FOR HIGH QUALITY VISITORS COMING TO MTC FOR EXHIBIT ITSELF, WITHOUT ADDITIONAL ENDUCEMENT OF SEMINAR OR CONCURRENT, NEARBY MILAN TRADE FAIR. VISITORS UNCLASSIFIED

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PAGE 03 MILAN 00517 181308Z

CAME TO DO BUSINESS -- AND BUSINESS THEY DID -- PERHAPS ITSELF A HARBINGER OF A NEW "SPRING" IN ITALIAN ECONOMY.FINA

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